Game Play
Promoting Park Retention, Physical Activity, and Social Interaction in Central Minneapolis Through Pokemon GO

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Release

10 Million downloads within the first week of release
An Introduction to Pokemon GO
Interaction Now
Pokemon GO is a wonderful tool to promote basic physical activities such as walking, biking, running, etc. Unfortunately, the game as is does not promote activity further than this and social interaction is almost non-existent for a game based on teamwork and cooperation.
Goals

- Keep people on site longer and returning more often
- Encourage people to participate in physical and mental activities
- Promote social interaction
Keep People on Site Longer and Returning More Often

- Interesting activities to participate in
- Modular activities. Activities that are capable of being changed to create a fresh experience
Encourage People to Participate in Physical and Mental Activities

- Include physical and mental challenges in the landscape
- Incentivize activities. Offer a reward upon completion
- Design activities for all levels of skill and physical ableness
Promote More Social Interaction

- Design areas for multiple groups or people
- Design challenges that require (or allow) multiple people to work together to accomplish
- Create a way to draw people together
Based on the issues I have seen with the game, part of my thesis included designing how the game would work in the future. In doing so, I aimed to fix the loopholes the game has currently as well as use the game as a means to promote social and physical activity.

The two major changes I came up with for the game were the inclusion of scannable QR codes for Poke-Stops, and a new kind of Poke-Stop known as a Master-Stop.
Interaction Concept

Changes to the Game - What if?
Master-Stop Concept
Site Locations

- ND
- MN
- SD

Site Locations:
- Minneapolis
- St. Paul
- West St. Paul
- Minnesota River
Analysis (Poke-Stops)
Overall Analysis
Site Selection
Nicollet Plaza Concept
Nicollet Plaza Final Design

Shaded Seating
Puzzle Box
Rock Wall
Cryptex Puzzle
Open Seating
Nicollet Plaza Details
Nicollet Plaza Perspective
Loring Park Concept
Loring Park Final Design
Loring Park Section

Way-finding
Seating

Open Rest Area

Maze Pathways
Loring Park Perspective
Lake of the Isles Concept
Lake of the Isles Details
Lake of the Isles Section

- Pedestrian Path
- Boardwalk
- Shoreline
- Lake of the Isles
Lake of the Isles Perspective
In Review...

How did I...

- Address the problem statement?
- Fulfill the project goals?
Questions?